



## Business and Commerce, General (TOP 0501.00)

November 2023

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Business and Commerce, General. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Business and Commerce are expected to decrease** for First-Line Supervisors of Non-Retail Workers, **remain steady** for First-Line Supervisors of Retail Sales Workers and First-Line Supervisors of Office and Administrative Support Workers, and **increase** for Market Research Analysts and Sales Workers and Business Operations Specialists, All Other.
- Business and Commerce is anticipated to experience a **low risk of automation** for all five related occupations.
- In 2021 there were 3,893 regional completions in programs related to the occupations identified as aligned with Business and Commerce and 3,759 openings, indicating **supply is meeting demand**.
- Typical entry-level education **ranges from a bachelor's degree** for Market Research Analysts and Marketing Specialists and Business Operations Specialists, All Other to **a high school diploma or equivalent** for the remaining occupations.
- Completers of Business and Commerce, General programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$28,770**.
- 59% of students are **employed within a year** after completing a program.
- 33% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +30% **change in earnings after exiting**.
- 61% of students were **part-time**, 5% **skill builders**, 40% **first-generation**, and 73% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are five occupations in the standard occupational classification (SOC) system that were identified as related to Business and Commerce for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
13-1161	<b>Market Research Analysts and Sales Workers</b>	Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.	Business Development Specialist, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher
13-1199	<b>Business Operations Specialists, All Other</b>	All business operations specialists not listed separately.	--
41-1011	<b>First-Line Supervisors of Retail Sales Workers</b>	Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager
41-1012	<b>First-Line Supervisors of Non-Retail Sales Workers</b>	Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.	Customer Service Department Supervisor, Customer Service Supervisor, Driver Sales Supervisor, Information Center Supervisor, Inside Sales Supervisor, Reservations Supervisor, Sales Department Supervisor, Sales Leader, Sales Supervisor, Sales Team Leader

SOC Code	Title	Description	Sample of Reported Job Titles
43-1011	<b>First-Line Supervisors of Office and Administrative Support Workers</b>	Directly supervise and coordinate the activities of clerical and administrative support workers.	Accounting Manager, Accounts Payable Supervisor, Accounts Receivable Manager, Administrative Supervisor, Customer Service Manager, Customer Service Supervisor, Office Coordinator, Office Manager, Office Supervisor, Staff Services Manager

Source: O\*NET Online

### Current and Future Employment

In the South Central Coast region, the number of jobs related to Business and Commerce are expected to decrease for First-Line Supervisors of Non-Retail Workers, remain steady for First-Line Supervisors of Retail Sales Workers and First-Line Supervisors of Office and Administrative Support Workers, and increase for Market Research Analysts and Sales Workers and Business Operations Specialists, All Other.

#### Exhibit 2 – Five-Year Projections for Business and Commerce in the South Central Coast Region

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
13-1161	<b>Market Research Analysts and Sales Workers</b>	4,224	4,694	470	11%
13-1199	<b>Business Operations Specialists, All Other</b>	8,300	8,697	397	5%
41-1011	<b>First-Line Supervisors of Retail Sales Workers</b>	7,737	7,770	33	0%
41-1012	<b>First-Line Supervisors of Non-Retail Sales Workers</b>	1,512	1,440	-72	-5%
43-1011	<b>First-Line Supervisors of Office and Administrative Support Workers</b>	7,601	7,758	157	2%

Source: Lightcast™ Analyst 2022

## Earnings

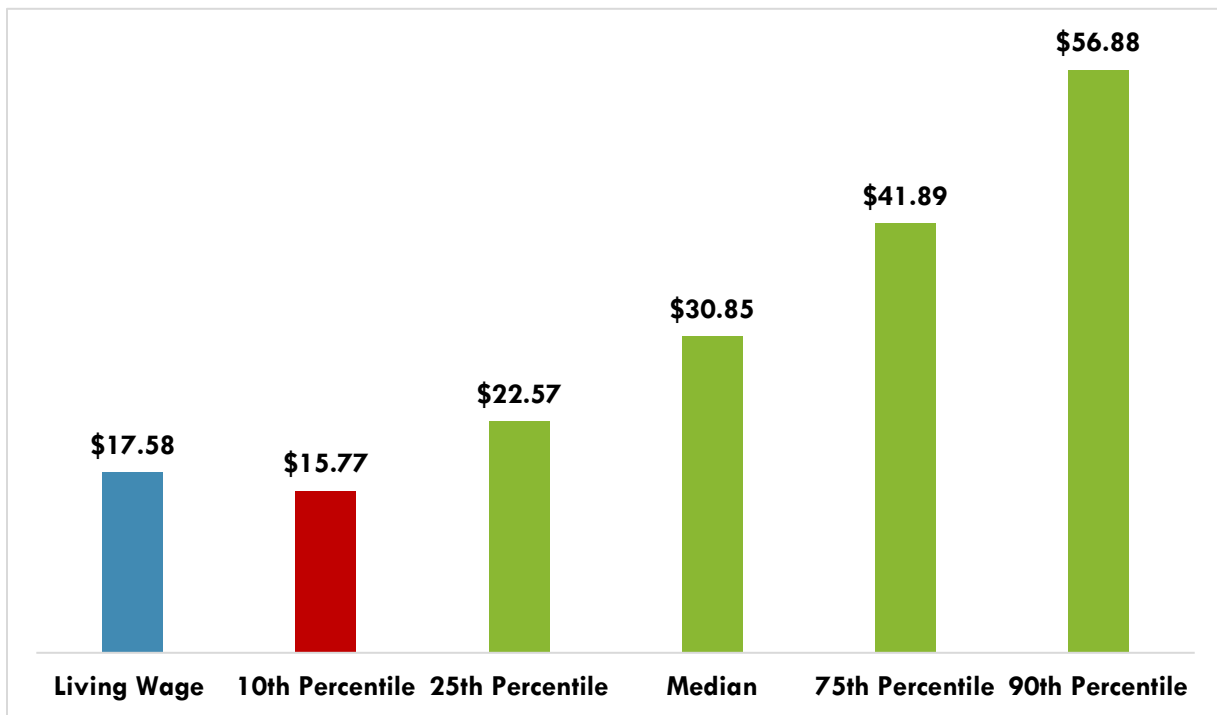
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Business and Commerce in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
13-1161	Market Research Analysts and Sales Workers	\$24.75	\$32.64	\$46.70
13-1199	Business Operations Specialists, All Other	\$24.04	\$35.70	\$50.41
41-1011	First-Line Supervisors of Retail Sales Workers	\$17.60	\$21.76	\$28.55
41-1012	First-Line Supervisors of Non-Retail Sales Workers	\$21.09	\$33.53	\$46.22
43-1011	First-Line Supervisors of Office and Administrative Support Workers	\$25.36	\$30.60	\$37.55

Source: Lightcast™ Analyst 2022

**Exhibit 3b – Earnings for Business and Commerce in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2022

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify job postings related to Business and Commerce the following standard occupational classifications were used:

13-1161	Market Research Analysts and Sales Workers
13-1199	Business Operations Specialists, All Other
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
43-1011	First-Line Supervisors of Office and Administrative Support Workers

## Top Occupations

In 2022, there were 12,852 employer postings for the occupations related to Business and Commerce.

**Exhibit 4 – Top Occupations by Job Postings**

SOC Code	Occupation	Job Postings, Full Year 2022
41-1011	<b>First-Line Supervisors of Retail Sales Workers</b>	8,141
43-1011	<b>First-Line Supervisors of Office and Administrative Support Workers</b>	1,858
13-1161	<b>Market Research Analysts and Sales Workers</b>	1,693
13-1199	<b>Business Operations Specialists, All Other</b>	700
41-1012	<b>First-Line Supervisors of Non-Retail Sales Workers</b>	460

Source: Lightcast™ Analyst 2022

**Exhibit 4b – Top Occupations and Risk of Automation**

SOC Code	Occupation	Risk of Automation
41-1011	<b>First-Line Supervisors of Retail Sales Workers</b>	Low
43-1011	<b>First-Line Supervisors of Office and Administrative Support Workers</b>	Low
13-1161	<b>Market Research Analysts and Sales Workers</b>	Low
13-1199	<b>Business Operations Specialists, All Other</b>	Low
41-1012	<b>First-Line Supervisors of Non-Retail Sales Workers</b>	Low

Source: Lightcast™ Analyst 2022

## Top Titles

The top job titles for employers posting ads for jobs related to Business and Commerce are listed in Exhibit 5. Assistant Store Managers is mentioned as the job title in 16% of all relevant job postings (890 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2022</b>
Assistant Store Managers	890
Store Managers	630
Key Holders	346
Office Managers	329
Retail Store Managers	220

Source: Lightcast™ Analyst 2022

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Business and Commerce field. The top employer posting job ads was Superior Grocers. The top worksite cities for these occupations were Santa Barbara, Thousand Oaks, Oxnard, Santa Clarita, and Camarillo.

**Exhibit 6 – Top Employers (n=4,178)**

<b>Employer</b>	<b>Job Postings, Full Year 2022</b>
Superior Grocers	247
Amazon	204
The Home Depot	169
Target	149
Walmart	139

Source: Lightcast™ Analyst 2022

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Business and Commerce. Merchandising is the most sought-after specialized skill for employers, followed by Marketing and Retail Operations. Sales, Customer Service, and Communications were the most requested baseline skills. Microsoft Office, Microsoft Excel, and Microsoft Outlook were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 35,145)**

Skills	Job Postings, Full Year 2022
Merchandising	4,313
Marketing	2,104
Retail Operations	1,869
Selling Techniques	1,781
Auditing	1,166
Product Knowledge	1,140
Visual Merchandising	1,104
Cash Register	1,044
Loss Prevention	966
Accounting	928
Inventory Management	919
Cash Handling	771
Key Performance Indicators (KPIs)	771
Retail Management	769
Social Media	755

Source: Lightcast™ Analyst 2022

**Exhibit 7b – Baseline Skills (n= 75,258)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Sales	7,203
Customer Service	7,155
Communications	5,666
Management	5,497
Leadership	4,951
Operations	3,814
Coaching	2,283
Planning	1,794
Detail Oriented	1,789
Scheduling	1,619

Source: Lightcast™ Analyst 2022

**Exhibit 7c – Software and Programming Skills (n= 8,096)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Microsoft Office	1,109
Microsoft Excel	1,109
Microsoft Outlook	666
Microsoft PowerPoint	546
Instagram	429
Microsoft Word	291
Pinterest	269
Google+	214
Software Systems	207
Spreadsheets	192

Source: Lightcast™ Analyst 2022



### Industry Concentration

Exhibit 8 shows the industries with the most Business and Commerce postings in the South Central Coast region. Note: 20% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries Employing the Most in the Business and Commerce Field, 2022**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	4,942	48%
Manufacturing	880	9%
Professional, Scientific, and Technical Services	588	6%
Accommodation and Food Services	575	6%
Health Care and Social Assistance	528	5%

Source: Lightcast™ Analyst 2022

### Certifications

Exhibit 9 lists the most in-demand certifications in the Business and Commerce field. The top requested certification in job postings was Valid Driver's License.

**Exhibit 9 – Certifications (n= 2,639)**

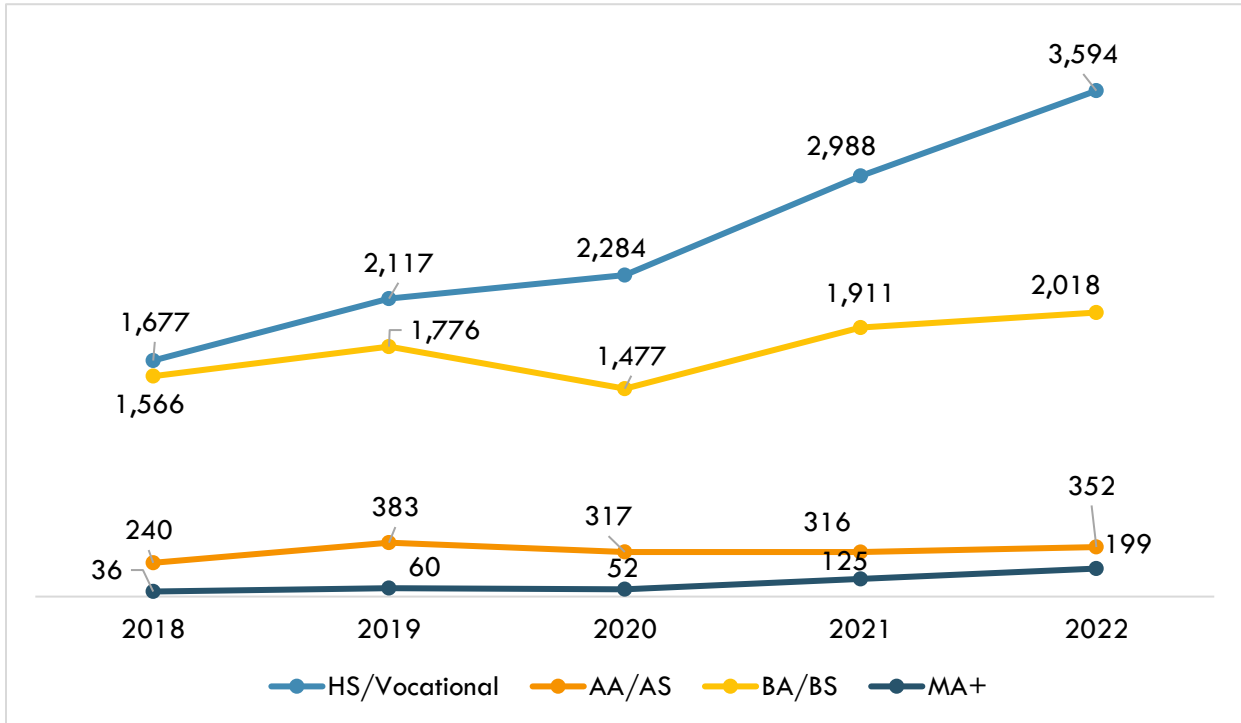
Certifications	Job Postings, Full Year 2022
Valid Driver's License	970
Security Clearance	128
Registered Nurse (RN)	126
Registered Pharmacist (RPh)	95
Certified Pharmacy Technician	95

Source: Lightcast™ Analyst 2022

**Job Postings - Minimum Educational Attainment Over Time**

Exhibit 10 displays the change in job advertisements over the last five years for Business and Commerce, according to the minimum advertised education. In 2022, there were 6,163 total job ads posted with a minimum advertised education, with 3,594 of them requiring a high school diploma or equivalent.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Lightcast™ Analyst 2022

**Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required**

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Business and Commerce have frequently sought candidates with a high school diploma or equivalent.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2018	2019	2020	2021	2022
<b>HS Diploma / Vocational Training</b>	48%	49%	55%	56%	58%
<b>Associate Degree</b>	7%	9%	8%	6%	6%
<b>Bachelor’s Degree</b>	45%	41%	36%	36%	33%
<b>Graduate Degree</b>	1%	1%	1%	2%	3%

Source: Lightcast™ Analyst 2022

## Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 12 – Education and Training Requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
13-1161	<b>Market Research Analysts and Sales Workers</b>	Bachelor's degree	None
13-1199	<b>Business Operations Specialists, All Other</b>	Bachelor's degree	None
41-1011	<b>First-Line Supervisors of Retail Sales Workers</b>	High school diploma or equivalent	None
41-1012	<b>First-Line Supervisors of Non-Retail Sales Workers</b>	High school diploma or equivalent	None
43-1011	<b>First-Line Supervisors of Office and Administrative Support Workers</b>	High school diploma or equivalent	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

There were 3,893 regional completions (2021) and 3,759 regional openings (2021) in the South Central Coast region aligned with programs related to the occupations in this report.

#### Exhibit 13 – Completions and Openings

<b>18</b> Regional Institutions had Related Programs (2021)	<b>3,893</b> Regional Completions (2021)	<b>3,759</b> Annual Openings (2021)
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Source: Lightcast™ Analyst 2022

### Related Programs

CIP Code	Program	Completions (2021)
52.0201	Business Administration and Management, General	2,934
52.0101	Business/Commerce, General	740
52.1801	Sales, Distribution, and Marketing Operations, General	86
52.0703	Small Business Administration/Management	47
52.1401	Marketing/Marketing Management, General	29
52.0299	Business Administration, Management and Operations, Other	15
52.1804	Selling Skills and Sales Operations	13
52.0208	E-Commerce/Electronic Commerce	8
52.0408	General Office Occupations and Clerical Services	8
52.0701	Entrepreneurship/Entrepreneurial Studies	7
52.0204	Office Management and Supervision	6
52.0212	Retail Management	0

Source: Lightcast™ Analyst 2022

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Business and Commerce in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021**

<b>CCC Programs</b>	<b>Completers</b>
Cuesta College	853
College of the Canyons	369
Moorpark College	282
Ventura College	231
Allan Hancock College	213
Antelope Valley College	157
Santa Barbara City College	152
Oxnard College	89
<b>Non-CCC Programs</b>	<b>Completers</b>
California Polytechnic State University-San Luis Obispo	802
California State University-Channel Islands	339
California Lutheran University	239
The Master's University and Seminary	66
Laurus College	43
University of Antelope Valley	32
Antioch University-Santa Barbara	12
Ventura Adult and Continuing Education	6
San Joaquin Valley College-Lancaster	4
San Joaquin Valley College-Atascadero	4

Source: Lightcast™ Analyst 2022

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the regional Business and Commerce, General Programs (TOP: 0501.00) for the 2019-2020 academic year.

- Completers of Business and Commerce, General programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$28,770**.
- 59% of students are **employed within a year** after completing a program.
- 33% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +30% **change in earnings after exiting**.
- 61% of students were **part-time**, 5% **skill builders**, 40% **first-generation**, and 73% **economically disadvantaged**.

## Sources

O\*Net Online, Lightcast™ Analyst 2022, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Business and Commerce, General. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by